

DSC-W310/B

Cyber-shot® Digital Still Camera

The DSC-W310 captures amazingly detailed images with a 28mm equivalent wide angle 4x zoom lens. Taking and reviewing images is made easy with a 2.7" LCD¹ and advanced features including Easy mode, iAuto and SteadyShot® Image Stabilization™ make it easy to capture great images in various conditions.

- **12.1 Megapixel Super HAD™ CCD Image Sensor**
A powerful 12.1 megapixel 1/2.3" Super HAD™ CCD image sensor helps you capture gorgeous images with superb contrast and clarity down to the finest detail. With 12.1 megapixels, you can create stunning, photo-quality prints up to A3+ (13x19") size, or crop your images and still come away with high resolution shots.
- **2.7" Clear Photo LCD™ display (230k pixels)**
Generous 2.7" (230K pixels) Clear Photo LCD™ display features sharp, natural color that makes it easy to compose shots, read menus, and view photos, even in bright sunlight.
- **Sony Lens with 4x Optical Zoom with 28mm equivalent wide**
Sony 4x optical zoom lens with 28mm equivalent wide angle brings distant subjects closer for great outdoor, sports, and travel photos.
- **Intelligent Scene Recognition (iSCN) Mode**
Intelligent Scene Recognition (iSCN) Mode automatically detects seven different types of scenes and, within just 1/30th of a second, selects the appropriate camera settings: Backlight, Backlight Portrait, Twilight, Twilight Portrait, Portrait, Landscape and Macro.
- **SteadyShot™ image stabilization**
SteadyShot™ image stabilization compensates for camera shake and helps prevent blur through use of digital processing technologies
- **Face Detection technology**
Face Detection technology detects up to eight individual faces and adjusts flash focus and exposure to help deliver crisp, properly lit images of family and friends.
- **Smile Shutter™ technology**
Smile Shutter™ technology captures a smile the moment it happens. Simply press the Smile Shutter™ button and the camera does the rest. You can also indicate the degree of Smile Detection Sensitivity. Intelligent Scene Recognition can now be used together with Smile Shutter™ mode when the Intelligent Auto mode is on. This means that beautiful smiles can be captured with settings optimized for the particular scene, even in difficult conditions such as twilight and backlighting.
- **Scene Modes**
The DSC-W310 features 8 convenient scene modes: High Sensitivity / Twilight / Twilight Portrait / Portrait / Landscape / Beach / Snow / Gourmet
- **Easy Shooting Mode**
With Easy Shooting Mode, even beginners can take great photos. In Easy Shooting Mode, easy-to-understand basic instructions are displayed on the LCD screen and the camera switches to all automatic settings, removing several function choices and allowing you to focus on just your subject. Since this mode works together with Intelligent Scene Recognition, the camera selects the optimum setting for each scene. In addition the easy mode simplifies preview mode.
- **In-Camera Retouching Tools**
Retouch and enhance your photos on the go with in-camera Trimming and Red-Eye Correction.
- **Lithium-ion battery**
Included lithium-ion battery provides added convenience with longer lasting power than alkaline batteries (capacity of 220 images or 110 minutes for viewing still images).
- **Media card slot**
For convenient storage and sharing of your images, the DSC-W310 accepts Memory Stick Duo™ /Memory Stick PRO Duo™ /Memory Stick PRO-HG Duo™ media (sold separately) and SD/SDHC media (sold separately).⁶
- **Includes Sony® PMB (Picture Motion Browser) Software ver. 5.0**
Sony Picture Motion Browser software offers a simple, intuitive way to transfer, sort, and view your video and still images on your compatible PC. In addition, multiple output options let you burn your memories to DVD (sold separately), as well as take advantage of one click upload to a number of popular video and photo sharing sites.⁴
- **Includes Sony® PMB Portable software³**
With the pre-installed Picture Motion Browser (PMB) Portable software² the DSC-W310 makes it easy to pre-select videos and images in the camera and conveniently upload them from the camera to a compatible PC and popular Internet sharing sites⁵ without the need for any additional software or install.
- **Colors Available**
The Cyber-shot® DSC-W310 camera is available in silver, black and pink.



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Specifications

Convenience Features

Power Save Mode: Standard / Stamina / Off
 Date/Time Stamp: Available in the included PMB software.
 Media/Battery Indicator: Yes/Yes
 Red-Eye Reduction: Auto / On / Off
 Erase/Protect: Yes / Yes

LCD Display

Histogram: No
 LCD Type: 2.7" Clear Photo LCD (230K pixels)

Flash

Flash Coverage: ISO Auto: Approx.0.5 - Approx.3.0m(Approx.1.64'-Approx.9.84') (W) / Approx.0.5 - Approx.1.5 m(Approx.1.64'-Approx.4.92') (T),
 ISO3200: up to Approx.6.0 m(Approx.19.69') (W) / Approx.3.0 m(Approx.9.84') (T)
 Flash Modes: Auto / On / Slow Syncro / Off

Viewfinder

Type: No

Optics/Lens

Aperture: iAuto(F3.0/F4.3(W)) / Program Auto (F3.0/F4.3(W)) (2 steps with ND Filter)
 Smart Zoom® Technology: 8M:Approx.4.9x (Total),
 5M:Approx.6.2x(Total),
 VGA:Approx.25x(Total),
 16:9(2M):Approx.8.3x(Total)
 Digital Zoom: Smart Zoom / Precision Digital Zoom / Off
 Optical Zoom: 4x
 Macro Mode: iAuto(W:Approx.5cm(0.16") to Infinity, T:Approx.50cm(1.64') to Infinity)
 Total Zoom: Approximately 8x with Precision Digital Zoom
 Focal Length (35mm equivalent): 5-20mm
 Lens Construction: 6 elements in 5 groups
 Lens Type: Sony Lens

Power

Battery Type: LITHIUM ION N type 3.6V
 Battery Capacity: Approx. 110 minutes / Approx. 220 images (when shooting still images)
 Power Consumption (in Operation): Approx. 1.05W

Software

Supplied Software: Picture Motion Browser Ver 5.0, PMB Portable 5.0 (for Windows), PMB Portable 1.1 (for Macintosh), Music Transfer
 Operating System Compatibility: Microsoft® Windows XP SP3, Windows Vista SP2, Windows 7, Macintosh® OS X(v10.4-v10.6)

Advanced Features

Image Stabilization: Digital
 In-Camera Editing: Trimming / Red Eye Correction
 NightFraming System: No
 Face Detection: 8 faces (Auto / Off)
 NightShot® Infrared System: No

Drive System

Burst Mode: Approx. 0.85 fps at 12.1MP (Maximum 100 shots)
 Drive Mode: Normal / Burst
 Self-timer: Off / 10sec. / 2sec.
 Shutter Speeds: iAuto(1/4" - 1/2,000) / Program Auto(1" - 1/2,000)

Interface

PictBridge Compatible: Yes
 TransferJet: No
 HD Output: No
 SD Output: Yes
 USB Port(s): Yes - USB2.0 Hi-Speed

Imaging Sensor

Imaging Sensor: 1/2.3" (7.79mm) Super HAD CCD Sensor

Exposure System

D-Range Optimizer: No
 ISO: Auto / 100 / 200 / 400 / 800 / 1600 / 3200
 Metering: Yes
 Noise Reduction: No
 Scene Mode(s): High Sensitivity / Twilight / Twilight Portrait / Soft Snap / Landscape / Beach / Snow / Gourmet
 White Balance Mode: Auto / Daylight / Cloudy / Fluorescent 1 (White Fluorescent Lighting) / Fluorescent 2 (Natural White Fluorescent Lighting) / Fluorescent 3 (Day White Fluorescent Lighting) / Incandescent / Flash.

Recording

Media Type: 6MB internal Flash Memory, optional Memory Stick Duo™ Media, optional Memory Stick PRO Duo™ Media, optional Memory Stick PRO Duo™ (High Speed), optional Memory Stick PRO HG-Duo™, optional SD/SDHC media⁶
 Microphone/Speaker: Mono / Mono
 Still Image Max Effective Resolution: Aprox. 12.1Megapixels
 Video Resolution: VGA(640 x 480) (29.97fps, Progressive) / QVGA (320 x 240) (29.97fps, Progressive)

Focus Control

AF Illuminator: No
 AF Modes: 9 points AF / Center Weighted AF

Dimensions

Weight: Body: Approx. 4.3oz. (121g), With battery and Memory Stick media: Approx. 4.8 oz. (137g)
 Measurements: W x H x D 3 7/8"x2 1/4"x 3/4" (95.3mmx55mmx18.7mm)

Service and Warranty Information

Limited Warranty Term: 1 Year Parts & Labor

Supplied Accessories

Rechargeable Battery Pack (NP-BN1)
 Battery Charger
 A/V Cable
 USB Cable
 Wrist Strap
 CD-ROM Software

Optional Accessories

Accessory Kit (ACC-CLGB)
 GPS Unit Kit (GPS-CS3KA)
 Memory Stick PRO Duo™ Media (MSX-512S)
 Memory Stick PRO Duo™ Media (MSX-1GST)
 Memory Stick PRO Duo™ Media (MS-MT2G)
 Memory Stick PRO Duo™ Media (MS-MT4G)
 Memory Stick PRO Duo™ Media (MS-MT8G)
 Memory Stick PRO Duo™ Media (MS-MT16G)
 Memory Stick PRO Duo™ Media (MS-MT32G)
 Memory Stick PRO-HG Duo™ "HX" Media (MS-HX16G)
 Memory Stick PRO-HG Duo™ "HX" Media (MS-HX8G)
 Memory Stick PRO-HG Duo™ "HX" Media (MS-HX4G)
 Memory Stick Duo™ USB Adaptor (MSAC-US40)
 Memory Stick PRO-HG Duo™ "HX" Media (MS-HX16G)
 Memory Stick PRO-HG Duo™ "HX" Media (MS-HX32G)
 2GB SD Card (SF-2N1)
 4GB SDHC Card (SF-4N4QJ)
 8GB SDHC Card (SF-8N4QJ)
 16GB SDHC Card (SF-16N4)
 32GB SDHC Card (SF-32N4QJ)

Color: Black
 UPC Code: 027242776784

1. Viewable area, measured diagonally
2. PMB requires Microsoft® Windows® XP SP3 / Windows Vista® SP2/Windows 7. Not supported by Mac® OS.
3. PMB Portable for Windows is pre-loaded. PMB Portable for Mac is available at www.eSupport.sony.com. PMB Portable requires USB cable (included) and PC with internet connectivity. 64-bit environments not supported
4. Uploading directly to the web requires PMB Portable software and USB cable (included), and PC with internet connectivity (not included). PMB Portable for Mac is available at www.eSupport.sony.com. 64-bit environments not supported.
5. Requires compatible wireless access point(s). Some features may rely on Internet services.
6. When using movie mode Memory Stick PRO Duo, Memory Stick PRO-HG, Class 2 or higher for SD/SDHC media are recommended.

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